

Rep Order# 6863203 Ver# 1 Status New

Traffic Order#

214129

Printed: 10/12/2012 8:08 AM
Last Received: 10/11/2012 8:59 PM
Showing Buylines: All Lines

1 of 3

SB

Station WOTV-TV GRAND RAPIDS/KALAMAZO
Advertiser () DETROIT INTL BRIDGE
Product order
Estimate# C15B
Buyer Julie Keane
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/C15B
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
TOTAL = \$2000
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	6A-7A	NEWS 6A	:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
	3											
	2	TU	6A-7A	NEWS 6A	:30	\$100.00	10/16-10/16	1	1	1	\$100.00	
	3	W	6A-7A	NEWS 6A	:30	\$100.00	10/17-10/17	1	1	1	\$100.00	
	4	TH	6A-7A	NEWS 6A	:30	\$100.00	10/18-10/18	1	1	1	\$100.00	
	5	F	6A-7A	NEWS 6A	:30	\$100.00	10/19-10/19	1	1	1	\$100.00	
	6	M	7A-9A	GMA	:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
	7	TU	7A-9A	GMA	:30	\$100.00	10/16-10/16	1	1	1	\$100.00	
	8	W	7A-9A	GMA	:30	\$100.00	10/17-10/17	1	1	1	\$100.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TH	7A-9A	GMA	:30	\$100.00	10/18-10/18	1	1	1	\$100.00	
	Rating: 0.5											
	10	F	7A-9A	GMA	:30	\$100.00	10/19-10/19	1	1	1	\$100.00	
	Rating: 0.5											
	11	M	6P-630P	NEWS 6P	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
	Rating: 1.0											
	12	TU	6P-630P	NEWS 6P	:30	\$200.00	10/16-10/16	1	1	1	\$200.00	
	Rating: 1.0											
	13	W	6P-630P	NEWS 6P	:30	\$200.00	10/17-10/17	1	1	1	\$200.00	
	Rating: 1.0											
	14	TH	6P-630P	NEWS 6P	:30	\$200.00	10/18-10/18	1	1	1	\$200.00	
	Rating: 1.0											
	15	F	6P-630P	NEWS 6P	:30	\$200.00	10/19-10/19	1	1	1	\$200.00	
	Rating: 1.0											

---REPORT TOTALS---
Report Totals: 15 / \$2,000.00

---SALES MONTHLY TOTALS---
Oct 12: 15 / \$2,000.00
Sales Totals: 15 / \$2,000.00
Station Totals: 15 / \$2,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals \$11,799

CATV 0%	WOOD 83%	WOTV 16%	WMMT 0%	WXMI 0%
WXSP 0%	WZPX 0%	WZZM 0%		

---COMPETITIVE COMMENTS---

**WILL ADD REMAINING COM

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE